the country. Operations of these units are reviewed at regular intervals and steps are taken to ensure optimal unilisation of the equipment and manpower. While profit making units are further strengthened, special attention is paid towards units that are not performing as expected in regard to marketing, diversification, new products, value addition, updation of technology, improvement in yield, cost economy etc. BHEL has also launched modernisation schemes to upgrade its aged facilities in order to enable them to face the challenges of global competition.

**Telecast of Oriya Film on DD-I**

5244. SHRI RAMACHANDRA KHUNTIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state whether it is a fact that Doordarshan has stoped the telecast of Oriya film on DD-I from April, 2000?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): Prasar Bharati have intimated that DDK, Bhubaneshwar has stopped telecast of Oriya feature films on the Regional Channel from 1st May, 2000 under royalty category due to fund constraints. However, offers for getting Oriya films for telecast on the Regional Channel under sponsored category, have been invited.

**Action Against TV Commercials Violating Ethical Standards**

5245. SHRI C.M. IBRAHIM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have any scheme to take stringent action against TV commerials violating the minumum ethical standards;

(b) if so, the details of the commercials subjected to scrutiny by the Committee on Code of Ethics and those found violating the Code during 1999-2000, indicating the details of violation of the code; and

(c) what further action is contemplated in this direction?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) and (b) As per existing Doordarshan's Advertisement Code, no advertisement is permitted which *inter-alia,* glorifies violence or obscenity or projects a derogatory image of woman. Indian satellite channels, which have been given permission to uplink

from India are also required to adhere to the same code. Encrypted foreign satellite channels when transmitted through cable television networks, are required to adhere to the advertisement code prescribed under Cable Television Networks (Regulation) Act, 1995 which also prohibits carriage of advertisements *inter-alia*, glorifying violence or obscenity or projecting derogatory image of women. Enforcement of these provisions of the said act lies with the local authorities notified by respective State Governments. There is no Committee on code of ethics. In so far as Doordarshan is concerned, it preview storyboards of all proposed advertisement to ensure that they are in accordance with Doordarshan's code for "Commercial Advertising'. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty as per norms is imposed on the concerned advertising agency in addition to stopping of the ads.

(c) With a view to bring the foreign satellite channels within the ambit of Indian Laws including programme codes and standards, Government proposes to bring before Parliament a comprehensive legislation for *inter-ali a*, regulating private broadcasting in the country.

**Accounting System in AIR and Doordarshan**

5246. SHRI NILOTPAL BASU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the accounting system in All India Radio and Doordarshan is being changed reflecting salary and other payment to the staff from grant to the Prasar Bharati Corporation as opposed to that from the Consolidate Fund;

(b) if so, the details thereof;

(c) whether such change has been preceded by any exercise to comprehensively evolve new rules and regulations for salary and pension for effecting such change ensuring continuity of service;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) and (b) With effect from 1.4.2000, Prasar Bharati has been provided with its own